

The screenshot shows a website layout for the WHO's Noncommunicable Disease Prevention and Health Promotion programme. On the left is a vertical sidebar with links: BEHAVIOURAL RISK FACTOR SURVEILLANCE, About Behavioural Risk Factor Surveillance, Objectives of the Programme, Projects Implemented Through Networks, Data Collection, Meetings, Related Sites, and Support Materials. The main content area has a header "Noncommunicable Disease Prevention and Health Promotion". Below it, a breadcrumb navigation shows "Location: WHO > NCD Prevention and Health Promotion > BRS > Objectives". The main title is "Programme Objectives" with a subtitle "BEHAVIOURAL SURVEILLANCE PROVIDES HEALTH ACTION EVIDENCE". A text paragraph describes the primary objective of supporting countries in strengthening their capacity to collect, analyze, interpret, and utilize results for NCD prevention purposes. It emphasizes a "systems" perspective and the need for continuous or systematic data collection. Below this, a section titled "Key characteristics of behavioural surveillance we strive for is the:" lists six bullet points detailing the characteristics of effective behavioural surveillance.

Programme Objectives

BEHAVIOURAL SURVEILLANCE PROVIDES HEALTH ACTION EVIDENCE

The primary objective of this programme is to support countries in strengthening their capacity to collect, analyze, interpret, and utilize results for NCD prevention purposes. This programme approaches behavioural surveillance from a "systems" perspective that goes well beyond a single focus on data collection and emphasizes the need for countries to collect behavioural risk factor data on a continuous or systematically repeated basis.

Key characteristics of behavioural surveillance we strive for is the:

- need for **rapid data collection**, either continuously or systematically repeated with a long-term goal of data collection cycles occurring once every 1-2 years. As data collection cycles fall further and further apart, the trend information yielded becomes less and less scientifically tenable, and data collection cannot be linked in a timely manner to data use.
- collection of **self-report behavioural risk factors** as a cost-effective and timely source of useful information to be used in the development of NCD prevention programmes and policies.
- **use of data for public health purposes**, to provide health trend information on each country's population and take action based on the information yielded.
- collection of behavioural risk factors using an **integrated approach**, both in terms of collecting key information across a range of critical NCD, mental health, and injury topic areas, as well as ensuring that data collection is linked to data use.
- focus on **expansion of country behavioural surveillance activities** along two dimensions:
 - (1) from demonstration sites toward national coverage and
 - (2) from less frequent data collection cycles (\geq once every 5 years) toward data collection cycles of once every 1-2 years for self-report behavioural data.